

New Orleans Investing in Innovation (i3) Grant
Organizing and Mobilizing Public School Parents RFP

I. Overview

The Recovery School District (RSD) and New Schools for New Orleans (NSNO) have been awarded \$28 million from the U.S. Department of Education, plus \$5.6 million in private matching funds, to turn around persistently low-performing schools through the development of new public charter schools. As a result, all i3 awards granted to high-performing charter operators are made up of both federal dollars and private matching funds. 83.33% of each award made to turn around an academically unacceptable school is federally funded and the remaining 16.67% is made up of private matching funds.

The RSD and NSNO are seeking applications from organizations to organize parents in support of strong school authorization, school expansion, and closure decisions in New Orleans. Programming should be designed with the goal of empowering parents to be leaders and advocates for raising the accountability bar, closing failing schools, and allowing great schools to expand in New Orleans. Programming must begin in Spring 2015.

II. Program background

Applicants will propose programming that will organize public school parents in New Orleans and build advocacy capacity of parent leaders beginning in Spring 2015, with a focus on expanding the number of high-quality seats available to students in New Orleans, and reducing the number of failing seats. Successful programming will build parent champions who can publicly advocate for continually “raising the bar” on school performance.

In particular, organizing parents to support government and public officials to:

- a) Enact strong charter authorization policy, and follow that policy when making decisions, in an effort to increase the number of high-quality seats available to students in the city
- b) Support the expansion of the highest performing charter operators in the city, in an effort to increase the number of high-quality seats available to students in the city
- c) Enact strong charter accountability and school transformation policy, and follow that policy when making decisions, in an effort to decrease the number of low-performing seats available to students in the city

III. Application criteria

Award of the contract resulting from this RFP will be based upon the most qualified vendor whose offer is determined to be the most advantageous in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

NSNO and the RSD reserve the right to:

- Reject any and all offers and discontinue this RFP process without obligation or liability to any prospective candidate
- Accept other than the lowest priced offer
- Award a contract on the basis of the initial offers received, without discussion or requests for best and final offers, and
- Award more than one contract

NSNO and the RSD will evaluate applications on the following criteria – for full description of the criteria assessed, see APPENDIX I: Application Instructions.

- Organizational leadership team: experience level of management team
- Mission and strategy: defined purpose of the organization
- Program design: detail on the proposed curriculum and activities



- Goals and outcomes: codified goals and expectations for the program
- Demonstrated connection to New Orleans landscape: detail on why organization will be successful in New Orleans
- Your application should include an estimate of project fees, including a line item project expense budget indicating all costs for carrying out the project, including personnel, travel, lodging, meals, supplies, materials, overhead and all other necessary expenses. Total fees should not exceed \$90,000.

IV. Application process

Applications will be evaluated on a rolling basis until 12/15/14. Decisions will be made by the selection team, consisting of members of the NSNO team and the RSD.

| Application Process | Date |
|--|-------------|
| Application Launch. | 11/14/14 |
| Question and Answer Conference Call. Q&A call for interested applicants scheduled 4:15-5:15 (CT) Dial-in: 888-354-0094 Passcode: 6976040 | 12/1/14 |
| Application Deadline. All applications due by e-mail to josh@nsno.org by 5pm CT | 12/15/14 |
| Finalist Notification. Candidates invited to final stage will be e-mailed by 5pm CT | 12/17/14 |
| Finalist Presentation. Finalists will be asked to conduct 45min presentation to the selection team covering components of the application with specific focus on the following: Program design Goals and outcomes | 1/6/-1/8/15 |
| Notification. | 1/12/15 |

VI. Selection decisions

Candidates will be awarded points based on their written application and presentations (if applicable). The selection committee will recommend organizations based on the data collected and scored through the selection process. Final decisions will be made at the discretion of a co-CEO of New Schools for New Orleans.



APPENDIX I
Application instructions

When preparing submissions, applicants should use Arial 10 font. Submissions should be single-spaced with one inch margins. See below for further detail on the submission requirements for each section of the application. Incomplete applications or applications that do not meet the requirements listed below will not be reviewed.

Parts I and II submitted in one PDF document (applicant information and project narrative) – not to exceed 5 pages. **Applicants must answer each section of the application in the order listed below and should include the bolded headings listed in the application.**

All applications must be submitted by e-mail to josh@nsno.org and must be received no later than 5:00pm CT on Monday, December 15, 2014.

PART I: APPLICATION INFORMATION

1. Organization name
2. Start date of most senior official of organization (CEO, Executive Director, etc.)
3. Identify an Application Contact, the primary person to receive updates and notifications, and include name, title, phone number, mailing address and email address.

PART II: PROJECT NARRATIVE

1. **Organizational leadership team:** Describe the organizational structure of the entity. Include an organizational chart, and bios for the leadership team.
2. **Mission and strategy:** What is the organization's mission? Please describe the organization's strategy or approach to parent engagement and capacity building in New Orleans. What are the priorities for the organization and what specific strategic initiatives is the organization working toward in the coming year?
3. **Program design:** Propose a plan to design and launch programming, or implement existing programming, for parent capacity building in pursuit of increasing the number of parent champions in New Orleans (with champion defined as a parent advocating for the continued transformation of the New Orleans education system by advocating for increasing the number of high-quality seats in New Orleans, and reducing the number of failing seats).
 - a. What is the vision of the programming? What specific initiatives or strategies will be employed to achieve the vision?
 - b. What staffing models will be required to run the programming? What expertise exists at the organization already and what will need to be hired?
 - c. How will parents be recruited to participate? How will parent champions be identified?
 - d. If the proposed program has been run before, what were the results of the programming? Will anything be changed or updated? If the proposed program has not been run before, why is the organization interested in taking on this work?
 - e. What is the plan for implementation? When will activities take place? Where will they be held? How will you know they are effective? Who will be responsible for ensuring the program is successful?
4. **Goals and outcomes:** What does the organization hope to achieve out of this program? What are the goals for the programming? How will progress be assessed?



5. **Demonstrated connection to New Orleans landscape:** Successful programs are those run by organizations with deep connections to local communities. Please describe the connection of this organization to the New Orleans community – please include any prior activities or programming run in New Orleans. What makes this organization best positioned to run parent capacity-building programming in New Orleans?

6. **Use of funds:** Provide proposed project fees, including a line item project expense **budget** indicating all costs for carrying out the project, including personnel, travel, lodging, meals, supplies, materials, overhead and all other necessary expenses.